(The Megaplex Convention & Sports Center)

Boston
Redevelopment
Authority

GOVDOC
BRA
4250

FAX

Paul Barrett, Director

One City Hall Square
Boston, MA 02201-1007

To: Gerry Ackerman

From: Marc Welsh

Fax #:

Tel : (617) 722-4300 ext. 4353

Fax : (617) 248-1937

Pages to follow cover: 13

COMMENTS

Please call if you have any question.

Marc

This facsimile transmittal may contain information that is priviledged, confidential, or exempt from disclosure under applicable law, and is intended for the use of only the individual or department to which it is addressed. If you are not the intended recipient or the employee or agent responsible for delivering this transmittal to the intended recipient, please notify the sender immediately by telephone at the above number. Anyone other than the intended recipient is hereby notified that any dissemination,distribution, or copying of this communication is strictly prohibited.

(1993)

Digitized by the Internet Archive
in 2011 with funding from
Boston Public Library

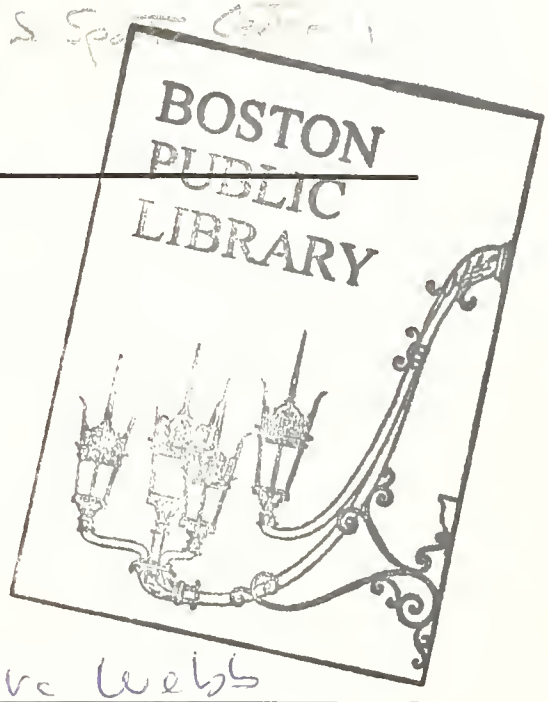
http://www.archive.org/details/megaplexconventi00usfe

(The Megaplex Convention & Sports Center)

Boston
Redevelopment
Authority

FAX

GOVDOC
BRA
4250



Paul Barrett, Director

One City Hall Square
Boston, MA 02201-1007

To: Gerry Ackerman

From: Marc Webb

Fax #:

Tel : (617) 722-4300 ext. 4353

Fax : (617) 248-1937

Pages to follow cover: 13

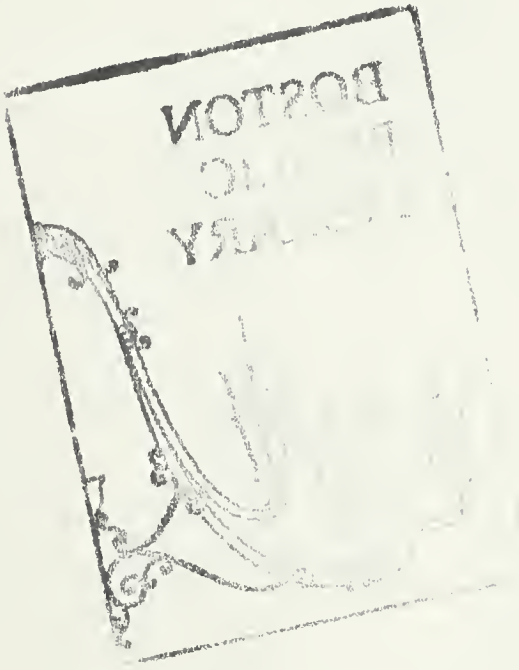
COMMENTS

Please call if you have any question.

Marc

This facsimile transmittal may contain information that is priviledged, confidential, or exempt from disclosure under applicable law, and is intended for the use of only the individual or department to which it is addressed. If you are not the intended recipient or the employee or agent responsible for delivering this transmittal to the intended recipient, please notify the sender immediately by telephone at the above number. Anyone other than the intended recipient is hereby notified that any dissemination,distribution, or copying of this communication is strictly prohibited.

(1993)


BOSTON

SUMMARY

The Commonwealth of Massachusetts has chosen a site in the South Bay area of Boston for a major new Convention and Sports Center. The new convention facility would strongly enhance Boston's capacity to host large convention events.

At the request of the Massachusetts Convention Center Authority, the Boston Redevelopment Authority has examined the potential of the South Bay site to accommodate a facility containing 650,000 square feet of dedicated exhibit space on a continuous, at-grade level, in addition to 200,000 square feet with 70,000 fixed seats .

Our analysis has shown that the facility can be constructed to meet the prescribed criteria. Its chief features include:

- The Exhibition Center concept places all exhibition halls and the sports center floor on a single, continuous level.

- The Center provides 650,000 square feet of dedicated exhibit space, plus 200,000 square feet of fixed seating exhibit space.

- Arrival, pedestrian circulation, meeting spaces, and other ancillary uses are vertically separated from the at-grade exhibit space, increasing the efficiency of each function.

- Exhibition space is well-served by at-grade service roads and loading docks.

- The exhibit space can be built out in phases as market demand dictates.

(1993)

THE SOUTH BAY SITE

SITE CONFIGURATION

- o Total site: 61 acres

- o On-site rail defines Exhibition site area
  - Southern end of the present loop track undisturbed
  - Northern end of the loop track relocated west

- o Resulting at-grade site area: 2,000,000 square feet

ACCESS FEATURES OF THE SITE

- o Transit Access to site via pedestrian bridges

  Rapid Transit
  - Red Line
  - Potential Circumferential Transit

  Commuter Rail
  - Old Colony Line
  - Dorchester Branch
  - Needham, Framingham and Worcester Lines

  Hynes Shuttle

- o Roadway Connections

  - Direct access for visitors from Central Artery via elevated Frontage Roads
  - Direct access for service vehicles from surface roads

CHARACTERISTICS OF THE EXHIBITION CENTER

ARRIVAL LEVEL

- Visitor drop-off, pre-function space, meeting rooms and ballroom on above-grade level, accessed by Central Artery's elevated Frontage Roads

GRADE LEVEL

- 650,000 square feet of dedicated exhibit space on a single, continuous level
- Loading areas on both sides of exhibit space providing 60 loading docks
- Sports facility floor that provides 200,000 square feet of fixed seating exhibit space connecting directly to exhibit halls.

- In terms of a single, large exhibit space, the proposed 630,000 square foot exhibit hall would place Boston 11th in the nation. Today, Boston's 190,000 square-foot exhibit hall at the Hynes ranks it only 38th in the nation, behind such cities as Wichita, Kansas; Phoenix, Arizona; Tampa, Florida; and Tulsa, Oklahoma.

- As a result of its present space limitations, Boston cannot currently handle the 30 largest conventions in the nation. These conventions create demand for 1.5 million hotel room nights annually.

Visitors and Spending

The location of the convention and sports center in Boston would maximize the use of the facility for sports and convention events and thus generate considerable spending.

- The **annual economic impact would total $1.06 billion**, which includes $543.9 million of direct output produced by convention and stadium events and $513.5 million of indirect output as hotels, restaurants, retailers, and others increase their business and as workers' paychecks are spent.

- The facility could attract **1,155,000 stadium visitors** and an estimated **400,000 new convention visitors**.

- Boston's ability to draw on its historic appeal and charm already makes it a popular destination. The larger and state-of-the-art South Bay facility would further enhance the attractiveness of Boston to convention and sports events planners from outside the region.

Stimulus for Hotel Demand and Related Development

The Megaplex would be a strong stimulus for hotel demand and related development in Boston and the region.

- A **total of 4,468 hotel rooms** would be supported by this facility; approximately 712 rooms from the sports center and 3,756 rooms from the convention center component.

- The strong hotel market in downtown and Back Bay last year posted **the highest occupancy rate in the country -- 72.5 percent.**

- The high occupancy rate indicates that new demand from a convention and sports center could start the development of several new hotels already planned, such as the hotel at Biosquare in the South End, the Custom House hotel, the World Trade Center hotel, a hotel at South Station, and a hotel at Park Square.

- Boston's hotels are an important source of revenue for the Commonwealth and Boston, providing a total of $34.6 million in hotel occupancy tax revenue in 1992, of which the state received $20.3 million and Boston received $14.3 million.

Links to the Hynes Convention Center and the World Trade Center

The convention facility at South Bay could be integrated with the City's other convention centers, becoming part of a trio of convention facilities.

- To the Hynes Convention Center, Back Bay, and convention hotels, a new Back Bay Shuttle is proposed which could utilize existing rails to make a five-minute connection from South Bay.

- To the World Trade Center and the Fort Point Channel district, the site would be linked by the South Boston Bypass Road, a limited access road for buses, vans and trucks currently under construction.

Excellent Highway and Transit Access

Access to the South Bay site by car or public transit is unparalleled. It has convenient access to Logan International Airport and strong connections to the highway system, rail, and mass transit. The state's current major transportation investments, the Central Artery and Third Harbor Tunnel, and the Old Colony Rail project, will further expand the advantages of the site.

- The South Bay site is located adjacent to the junction of New England's principal interstate highways, Interstate 93 and the Massachusetts Turnpike. The convention and sports center could have direct access to the highway system.

- The Central Artery Project will improve the capacity of Interstate 93 as well as connections from Interstate 93 to the site.

- The Third Harbor Tunnel and South Boston Bypass Road will create a five-minute link to the World Trade Center and a ten-minute connection to Logan Airport for buses, vans, and taxis.

- The Red Line, the transit system's highest capacity line, is directly accessible from the site. The Red Line's Andrew Station is a shorter walk to the South Bay site than is the walk from Kenmore Station to Fenway Park.

- In addition to the Red Line, the site is accessible to the entire commuter rail system to the south of Boston and to Amtrak.

- The proposed Old Colony restoration, as well as the proposed extension of the Framingham Line to Worcester, will further expand these rail links.

Numerous Visitor Amenities

Because of its location in Boston, New England's center of tourism, commerce, education, and the arts, the convention and sports center would be complemented by downtown hotel rooms, visitor amenities, and opportunities for shopping, dining, and entertainment.

- The site is within a 15-minute drive of 9,000 hotel rooms in central Boston and almost as close to thousands more in Cambridge and the suburbs.

- Ample visitor amenities can be found adjacent to South Bay in Downtown Crossing, Government Center/Faneuil Hall, the South End, and Back Bay.

- The South Bay site also offers access to millions of square feet devoted to retail, restaurants, and clubs, and dozens of major tourist sites which attract millions of visitors to Boston every year.

South Bay: the Focus of New Development Activity

The South Bay site is located in one of Boston's fastest growing areas, with a variety of public and private development projects planned and underway, such as:

- Biosquare in the South End, a $300 million complex devoted to medical research, health care, and educational facilities;

- South Station, a two million square foot complex of office, medical research, retail, and hotel space, in addition to a regional transportation center; and

- South Bay Center, a 450,000 square foot regional shopping mall.

Tax Revenue During Construction

- The construction of the convention and sports center would result in a total of **$22.6 million** in new tax revenue during the construction period generated for the state treasury.

- The construction of new hotels in the Boston region to serve demand created by the convention and sports center would generate **$18.2 million** in construction-related state tax revenues.

Tax Revenue Generated Annually Upon Completion

- According to an analysis by Coopers & Lybrand for the Commonwealth of Massachusetts, over **$71 million in taxes** would be generated annually.

- Taxes accruing to municipalities are estimated at **$25.2 million** annually from local property taxes from hotel developments and the 4.0 percent local option hotel tax.

Job Creation

- The convention and sports center is estimated to create **1,600 jobs** on-site, 200 full-time and 1,400 part-time. Because of the close proximity of the Megaplex to Boston's cultural, retail, and entertainment centers, **an additional 16,534 jobs** in area hotels, restaurants, retail stores and entertainment businesses would be created.

- A total of **5,324 construction jobs would be generated.** These include 2,953 construction jobs from the convention and sports center facility itself, as well as 2,371 construction jobs resulting from new hotel development.

Conclusion

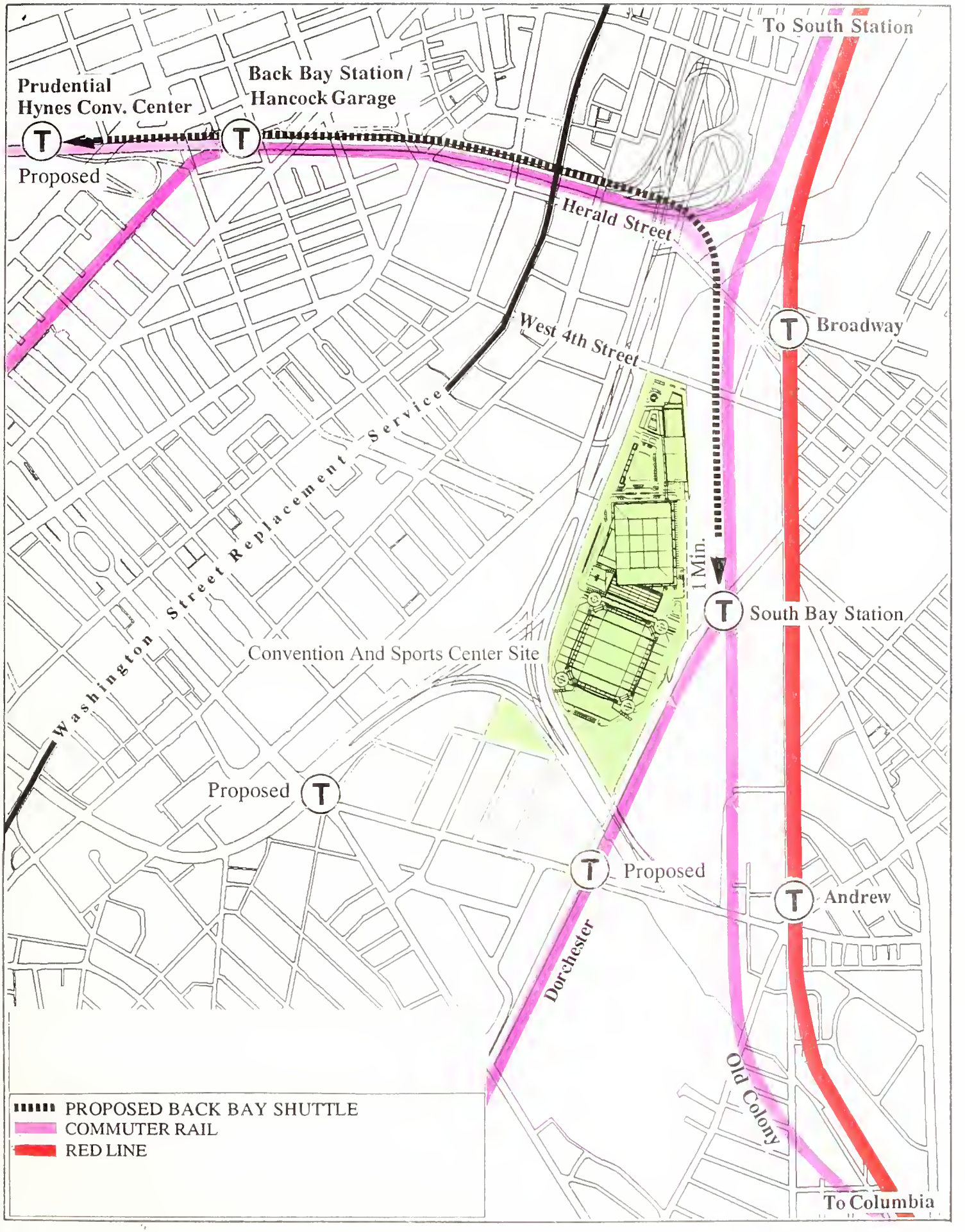
In summary, the Megaplex Convention and Sports Center would generate significant benefits to the Commonwealth, the region, and to Boston. At South Bay, the new complex would have a direct relationship to the region's present convention facilities, hotel rooms, and entertainment and tourism centers. The site is central to the region's transportation network. A new Megaplex at the South Bay site would attract the greatest number of visitors and catapult Boston into the top tier of convention cities.

Summary Table: Economic Impact of the South Bay Convention and Sports Center
(All Dollars in Millions Inflated to 1998 Prices)

Number of Events and Days			
Stadium			31/31
Convention Center			22/90
Average Event Size			
Stadium			37,258
Convention Center			16,000
Attendees			
Stadium			1,155,000
Convention Center			352,000
Economic Output			
Direct			$543.9
Indirect			$513.5
Total			$1,057.4
State Tax Revenue: One Time, Over Construction Period			
Convention and Sports Center			$22.6
Ancillary Development			$18.2
Total			$40.8
Tax Revenue: Annual, Upon Completion			
	Municipal	State	Total
Direct	$11.5	$26.1	$37.6
Indirect	$13.7	$23.0	$36.7
Total	$25.2	$49.1	$74.3
Jobs			
Total Construction			5,324
On-Site			2,953
Off-Site			2,371
Total Permanent			18,134
On-Site Permanent			1,600
Full-Time			200
Part-Time			1,400
Off-Site Permanent			
New Hotels, Restaurants, Retail			16,534
Hotel Room Demand Total			4,468
Stadium			712
Convention Center			3,756

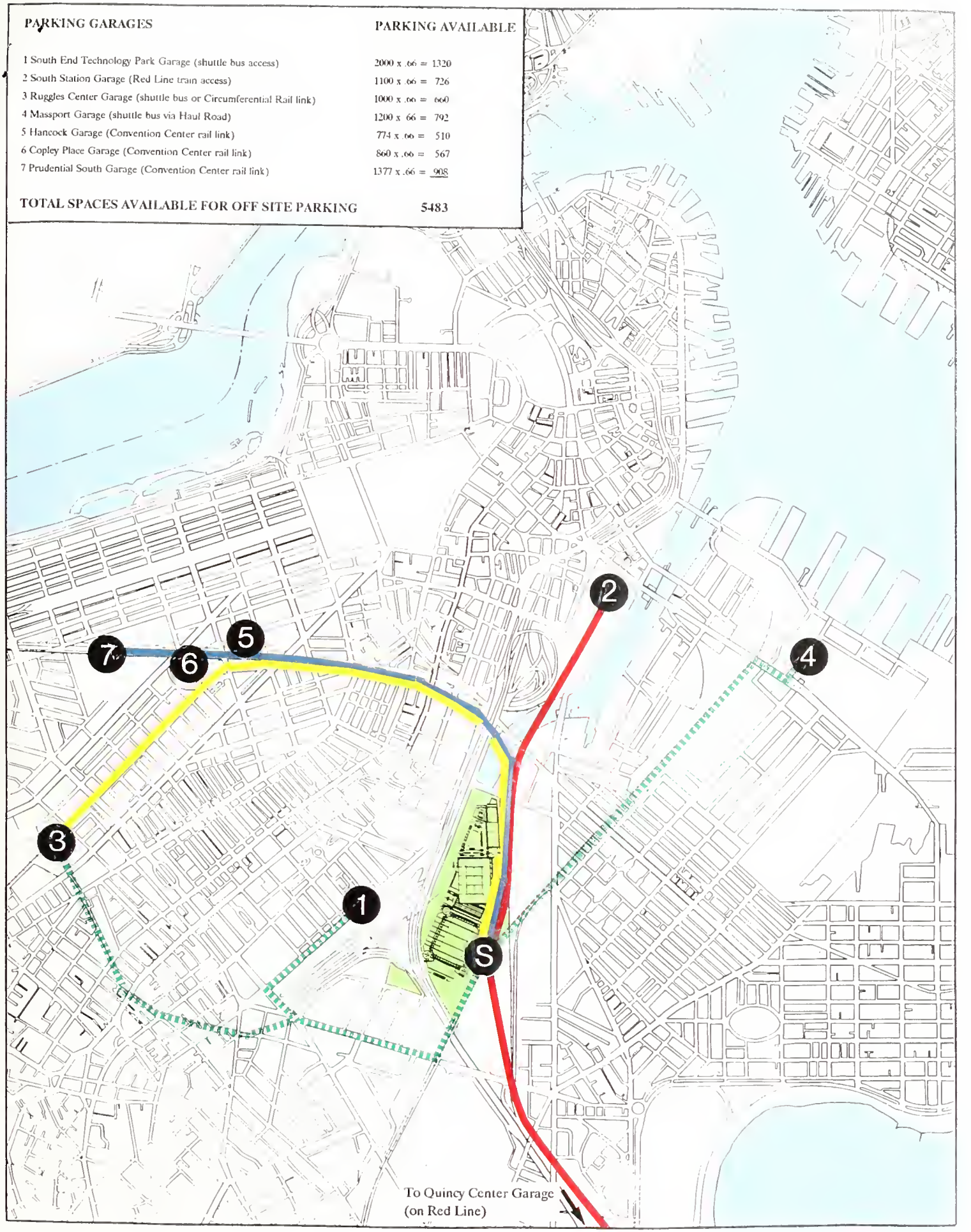
Source: See Following Tables.

AERIAL VIEW OF PROPOSED CONVENTION AND SPORTS CENTER



TRANSIT ACCESS

PARKING GARAGES	PARKING AVAILABLE
1 South End Technology Park Garage (shuttle bus access)	2000 x .66 = 1320
2 South Station Garage (Red Line train access)	1100 x .66 = 726
3 Ruggles Center Garage (shuttle bus or Circumferential Rail link)	1000 x .66 = 660
4 Massport Garage (shuttle bus via Haul Road)	1200 x .66 = 792
5 Hancock Garage (Convention Center rail link)	774 x .66 = 510
6 Copley Place Garage (Convention Center rail link)	860 x .66 = 567
7 Prudential South Garage (Convention Center rail link)	1377 x .66 = 908
TOTAL SPACES AVAILABLE FOR OFF SITE PARKING	5483



MAJOR PARKING GARAGES TO SERVE SITE